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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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EXAMINER	
GUPTA, MUKTESH G	

ART UNIT	PAPER NUMBER
2109	

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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	10/782,563	VEERARAGHAVAN ET AL.	
	Examiner	Art Unit	
	Muktesh G. Gupta	2100	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *18 February 2004*.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-23* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-23* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on *18 February 2004* is/are: a)☒ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date *12/20/2004 and 06/09/2006*.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____.
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

1. ***Claims 1-23*** *have been examined and are pending.*

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

2. ***Claims 1-23,*** *are rejected under 35 U.S.C. 102(b) as being anticipated by U.S. Patent Publication No. 2002/0049749 to Helgeson et al. (hereinafter "Helgeson")*

As to Claims 1 and 16, Helgeson teaches a method and computer program for,

A method for targeting content to an audience (as stated in par. 0919, lines 1-3 and par. 0925, lines 1-5, Information Distributor Developer's Kit (IDK), provides the infrastructure and core functionality to find and deliver relevant ***targeted information***, and provides a flexible ***mechanism (method)*** for annotating and matching web resources ***(targeting content)*** It locates and delivers ***web pages (content) to Business Objects (audience)***, comprising:

A computer-readable medium having computer executable instructions for, targeting content to an audience, (as stated in par. 0020, lines 1-21 and par. 0043, lines 1-11, a ***computer program stored on a computer readable medium having computer code mechanisms*** for loading a ***business***

application (content targeting application) management system platform, accessible via client computers to a ***plurality of users (Business Objects)***), the instructions comprising:

creating at least one rule to define the audience to receive the content (as stated in par. 0292, line 1, par. 0293, lines 1-3, par. 0301, lines 1-6, Business Development Kit (BDK) provides a set of core services to perform useful operations, for collecting metadata object profiles, consolidating, analyzing, organizing into UserObject profiles for ***business objects (audience)*** based on ***Business Rules (rules)***, which is a ***set of pre-defined business rules*** that affect the ***workflow (content)*** and behavior of various ***business objects*** in the system);

gathering information from more than one source to compile the audience, wherein the more than one source includes organizational structure information; and tagging the audience to the content (as stated in par. 0915-0917, lines 1-4, par. 0840-841, lines 1-4, par. 0433, lines 1-7, par. 0447, lines 1-7, Information server employs metadata-based profiles ***(gathering information)*** to ***match (tag) information (content)*** with ***users***. User profiles as generated, provide consolidating users, analyzing, and ***delivering information*** that is personalized, relevant, and needed to users. UserObject encapsulates specific user information holding userobject ID (1) ID: An opaque object identifier, and (2) aClass: the ***type or class*** of the ***object***. Security System, provides an extremely powerful model for assigning security, that is, ***defining*** the ***sets*** of ***allowed***

operations (rules) that ***groups*** of ***users*** based on the ***class*** to which they belong can perform (***compile the audience).*** Domains are the Platform's partitioning ***mechanism (method)*** for ***business objects (audience).*** Domains define a ***hierarchical structure (organizational structure information)*** that models organization or business, based on geography or division. All ***business objects*** are assigned a ***specific*** **domain** and belong to that domain).

As to Claim 10, Helgeson teaches a system for, targeting content to an audience, comprising:

A server including a network communication device coupled to a network and a data store, and a content targeting application configured to perform actions, including:

accessing at least one rule to define the audience;

compiling at least one rule to define the audience;

accessing at least one source of members, wherein at least one of the sources of members is an organizational structure; and

tagging content to the audience;

a client including a display, a network communication device coupled to the network, and an application that is configured to perform actions, including:

receiving the content; and

displaying the content (as stated in preceding paragraphs of claims 1and 16 explanation and par. 0017-0020, lines 1-21, a ***system*** is disclosed for

implementing a ***business application*** on an ***Internet based*** computer system using high-level object oriented technology and frameworks, the system having a ***server*** computer hosting a ***business application*** management system platform, accessible via ***client computers*** to a plurality of users and providing a ***client*** input device having a ***user interface*** (UI) wherein the user selects a command and a ***display device*** whereby results are ***displayed***, and transmits the command to a server computer hosting a business application management system platform, which includes a WDK Web interface server for receiving the user selected command and for processing a ***web document*** that is a ***custom presentation of information***. Received at the client input device is a display of results relating to the command, the results obtained by an information distributor server coupled to the WDK Web interface server for generating ***metadata*** for a business object, for ***storing*** the metadata in a ***metadata database***, for querying the metadata database when asked to do so by a requestor, and for providing the results of a match to a query to the requestor; whereby the business application is available via the internet to assist a user for display of results)

As to Claims 2, 11 and 17, Helgeson teaches a method, system and computer program of Claims 1, 10 and 16, wherein creating the at least one rule to define the audience further comprises creating the at least one rule from a set of rule types, including:

an attribute based rule type ; (as stated in par. 0231, 0232, lines 1-10, the meta-data store contain the ***definition*** (***rules***) of each type of ***object*** in the system, its ***attributes (attribute based rule type)***, and some basic properties of those attributes.

a member type (as stated in par. 0233, 0234, 0235, 0236, 0250, 0251, 0252, 0253 and 0442, Metadata store consists of tables, which ***define (rule)*** the ***class and subclass (a member type)*** of every ***business object*** in the system, and is registered in these tables and also describes basic properties of objects in columns. ***Every object*** is expected to know which ***class*** it belongs to ***(member of class)***, and how that class is registered in the meta-data store.

and an organizational rule type (as stated in par. 0447 , lines 1-7 and par. 448 , lines 1-7, Domains are the Platform's partitioning mechanism for business objects. Domains ***define (rule)*** a ***hierarchical structure*** that models their ***organization*** or business, based on geography or division. All ***business objects*** are assigned a specific domain and belong to that domain.

As to Claims 3 and 18, Helgeson teaches a method, and computer program of Claims 2 and 17, wherein gathering information from the more than one source to compile the audience, further comprises gathering information from pre-existing lists of members (as stated in par. 0450, lines 1-4, par. 0451, lines 1-5 and par. 453 , lines 1-5, ***Security Lists (pre-existing lists of members)*** part of Security System are the ***mechanism (method)*** by which

members are matched with ***privileges (compile the audience)***. A Security List ***defines (rules)*** a set of domain-specific ***privileges (gathering information)*** and a ***set of list members***.

As to Claims 4 and 19, Helgeson teaches a method, and computer program of Claims 2 and 17, wherein gathering information from the more than one source to compile the audience including the organizational structure information, further comprise accessing a directory to obtain the organizational structure (as stated in par. 0233-0236, 0250-0264, 0448 and 0487-0489, Metadata store consists of tables, which ***define (rule)*** the ***class*** and ***subclass (a member type)*** of every business ***object*** in the system, and is registered in these tables and also describes basic ***properties*** of objects in columns. Every object is expected to know which class it belongs to, and how that class is registered in the ***meta-data store (directory).*** Each subclass of object stores a class identifier so that it can tell the system which entry in the meta-data store it corresponds to. All business ***objects*** are assigned a specific ***domain (organizational structure)*** and belong to that domain. In turn, security privileges are assigned on specific domains. Security information is stored ***database*** tables.

As to Claims 5, 12 and 20, Helgeson teaches a method, system and computer program of Claims 2, 11 and 17, wherein creating at least one rule to define the audience, further comprises using a set of operators to link more than

one rule (as stated in par. 0346, lines 1-11, some of the metadata that is captured about a ***class*** or an ***attribute (rule)*** could be dynamically determined using the Java reflection API. Examples include the parent ID and attribute count for business ***objects (audience)*** and ***attribute type*** for an ***attribute***. The Java reflection API provides ***classes Class*** and ***Field*** that can be used to retrieve such information. Furthermore, instead of building a hash table-based infrastructure for storing and retrieving attribute values, one can use ***methods*** like ***set*** and ***get (operators)*** in the ***Field class*** to ***operate*** directly on the attributes, which are declared as ***member variables of the class)***.

As to Claims 6, 13 and 21, Helgeson teaches a method, system and computer program of Claims 5, 12 and 20,, further comprising compiling each of the rules before applying the operators to link the rules (as stated in par. 0366, lines 1-17, BDK provides a ***Relationship*** class ***(rule)*** , that has ***attributes (rule)*** for the ***name*** of relationship, the ***type*** of relationship ***(operators)***, the ***source*** class and attribute, and the ***destination*** class and attribute. The Relationship class will encapsulate lifetime management constraints implicit in each of the different types of relationships. Thus, if an object is being removed and it is declared to have ***compositional relationship (operators)*** with some other objects, the Relationship class will ensure the removal of the related objects ***(compiling each of the rules before applying the operators to link the rules)***.

Similarly, when creating an object, the Relationship class will ensure that referential integrity constraints are being satisfied.

As to Claims 7, 14 and 22, Helgeson teaches a method, system and computer program of Claims 6, 11 and 17, further comprising scheduling the compilation of the rules on a predetermined basis (as stated in par. 0944-954, Information Distributor is a Software Development Kit that provides the infrastructure and basic functionality needed to build and customize the Enterprise Information. IDK ***defines (rules)*** interfaces for ***metadata*** generation (Importers or Import Agents) and matching (Revolvers or Match Agents) and for delivering query results (Dispatchers or Delivery Agents). Combinations of these three services allow the ***Information Distributor*** to interoperate with a variety of enterprise systems and to service queries in a broad range of application ***domains***. Common tasks supported by Import Agents include: Executing batch imports, ***Scheduling imports at regular intervals***, Analyzing and translating ***metadata*** formats, Specifying a ***target database***, ***Integrating*** with ***Interconnect (scheduling the compilation of the rules on a predetermined basis)***).

As to Claims 8, 15 and 23, Helgeson teaches a method, system and computer program of Claims 5 and 14, further comprising providing access to the content tagged to the audience through a web interface (as stated in par. 0020, lines 1-21, a ***computer program*** stored on a ***computer readable medium*** is

disclosed having ***computer code mechanisms (methods)*** for loading a ***business application (content targeting application)*** management ***system*** platform, accessible via client computers to a ***plurality of users (audience)***; for executing a WDK ***Web interface*** server as a part of the business application management system platform, for receiving a user selected command and for processing a ***web document*** that is a custom presentation of information

As to Claims 9, Helgeson teaches a method, of Claims 5, further comprising storing the at least one rule to define the audience as an XML representation (as stated in par. 0324, lines 1-4, BDK provide ***XML-based interfaces*** for saving and retrieving business ***objects***; these interfaces provide the communication layer with the other Platform servers and components.

Conclusion

3. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

US Patent No. 6438594 to Bowman-Amuah et al. and US Patent 7171455 to Gupta et al. are cited for reference, but not considered.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Muktesh G. Gupta whose telephone number is 571-270-5011. The examiner can normally be reached on Monday-Friday, 8:00 a.m. -5:00 p.m., EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Taghi T. Arani can be reached on 571-272-3787. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Muktesh G. Gupta

TAGHI ARANI
PRIMARY EXAMINER
9/29/07